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Report No. 109

TOURISM STATISTICAL HANDBOOK

1975

TOURISM RESEARCH BRANCH

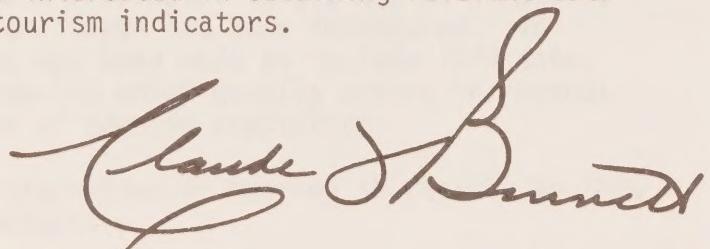
ONTARIO MINISTRY OF INDUSTRY AND TOURISM

JUNE, 1975

Preface

Tourism continues to play an important role as a generator of both income and employment, and its continued growth is vital to the economy of Ontario. It is estimated that revenue from tourism totalled over two billion dollars in 1974, which would rank this industry second only to manufacturing. Income generated in sectors directly serving tourism--accommodation, transportation and food service--also generates further income in the indirectly related sectors such as agriculture, real estate, etc.

It is hoped that this Statistical Handbook will anticipate to some degree the requirement of provincial tourism statistics by users interested in obtaining relevant data that serve as key tourism indicators.

A handwritten signature in black ink, appearing to read "Claude F. Bennett". The signature is fluid and cursive, with a large, stylized 'B' at the end.

The Honourable Claude F. Bennett
Minister of Industry and Tourism
Province of Ontario

June, 1975

Foreword

This Statistical Handbook was prepared by Tourism Research Branch to record the extent of tourism in the province. Among the topics covered are the following; visitor expenditure, travel habits, characteristics; provincial park and historic site attendance; supply, demand and employment in selected sectors of the tourist industry; seasonal residences; selected items pertaining to recreational activities; and finally expenditure on tourist promotion. Most of the emphasis in the first topic listed above has been placed on foreign visitor statistics rather than domestic, due to the paucity of data in regards to the latter. It is expected that the data from the Ontario Recreation Survey (May 1973 to May 1974), when tabulated, will help to fill the aforementioned gap.

Statistics in this Handbook are intended mainly for users seeking general data on a provincial level, and as a result, only a minimum of regional data has been introduced. In addition, every attempt has been made to include 1974 data, bearing in mind the time-lag which usually occurs in regards to the official release of tourism statistics.

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VISITOR EXPENDITURE

ESTIMATE OF TOTAL VISITOR EXPENDITURE IN ONTARIO, 1971-1973
(IN \$ MILLIONS)

<u>Origin</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>
Ontario Residents (1)	\$ 707.5	\$ 761.5	\$ 822.0
Ontario Residents (2)	102.2	109.7	120.7
Other Canadian Provinces (3)	209.8	225.8	243.7
United States (4)	573.3	552.4	626.4
Other Foreign Countries (5)	65.9	91.5	135.8
 Total Visitor Expenditure	 \$1,658.7	 \$1,740.9	 \$1,948.6

Source: (1) Tourism Research Branch, Ontario Ministry of Industry and Tourism.
 (2) Tourism Research Branch, Ontario Ministry of Industry and Tourism
 (pertains to preparation expenditure--i.e. trailer rental, camera
 film, etc.)
 (3) Tourism Research Branch, Ontario Ministry of Industry and Tourism,
 (subject to revision).
 (4) Statistics Canada (1973 subject to revision).
 (5) Estimated by Tourism Research Branch, Ontario Ministry of Industry
 and Tourism (based on Statistics Canada data).

TABLE 2

NUMBER OF PERSON-VISITS TO ONTARIO, AND RELATED DIRECT TRAVEL EXPENDITURE
BY VACATION AREA AND ORIGIN - 1973

Vacation Area***	Ontario	Number of Person - Visits ('000)			Related Expenditure (\$ Millions)			In Per Cent
		United States	Other Canadian Provinces	Total	Ontario	United States	Other Canadian Provinces	
				In Per Cent				
1. Kent - Essex	2,186	7,424	291	9,901	10.6%	\$ 18.0	\$ 90.0	\$ 115.3
2. Lambton - Sarnia	1,233	1,189	77	2,499	2.7	11.8	12.9	1.9
3. Central Erie	5,235	359	116	5,710	6.1	43.6	9.1	2.9
4. Mid-Western	5,289	240	135	5,664	6.0	45.2	11.3	3.4
5. Niagara - Iroquoia	7,719	7,618	989	16,326	17.4	68.9	145.2	59.9
6. Metropiranian	11,951	2,234	1,502	15,687	16.7	203.5	180.6	239.0
7. Huron - Lake Simcoe	3,783	150	271	4,204	4.5	58.2	10.6	421.9
8. Kawartha Lakes	2,927	108	77	3,112	3.3	39.5	6.4	75.6
9. Great Pine Ridge	1,148	45	29	1,222	1.3	33.0	2.8	47.8
10. Bay of Quinte	1,209	70	68	1,347	1.4	10.7	12.1	0.7
11. Hastings - Land O'Lakes	328	16	29	373	0.4	4.4	2.1	24.5
12. Rideau Lakes - 1000 Islands	1,603	825	1,104	3,532	3.8	21.9	25.7	7.2
13. Seaway Valley	868	410	1,162	2,440	2.6	21.9	25.7	27.8
14. Lower Ottawa Valley	2,326	257	1,715	4,298	4.6	10.1	5.6	44.9
15. Upper Ottawa Valley	1,045	39	1,48	1,132	1.2	38.3	9.3	43.1
16. Madawaska Valley	376	8	9	393	0.4	14.5	1.6	17.3
17. Haliburton	662	37	9	708	0.8	6.1	0.9	7.2
18. Muskoka	1,949	87	106	2,142	2.3	14.8	4.1	19.1
19. Grey - Bruce	2,587	87	29	2,703	2.9	32.7	7.0	42.4
20. Parry Sound - Georgian Bay	601	117	68	786	0.8	36.7	4.0	41.4
21. Algoma Park	340	2	126	468	0.5	10.7	10.9	1.7
22. Nipissing	662	133	58	853	0.9	7.3	0.1	3.2
23. Sudbury	771	32	97	900	1.0	18.2	8.8	28.5
24. Manitoulin	121	38	39	198	0.2	13.0	2.6	2.4
25. Algoma	1,646	777	242	2,665	2.8	3.6	3.6	18.0
26. Golden Route - 101	541	12	9	562	0.6	19.4	21.3	46.8
27. Timiskaming	437	14	-	451	0.5	11.0	0.7	11.9
28. James Bay Frontier	109	20	19	148	0.2	5.6	1.1	6.7
29. Upper Lake Superior	911	99	301	1,311	1.4	0.7	0.5	4.3
30. Rainy River	55	524	87	666	0.7	14.1	4.3	26.0
31. Lake of the Woods	55	161	814	1,030	1.1	2.2	9.6	7.6
32. Patricia	55	166	68	289	0.3	1.1	10.7	20.5
Total Province	60,728 (1)	23,298 (2)	9,694 (3)	93,720*	100.0%	\$ 822.0 (1)	\$ 626.4 (2)	\$ 243.7 (3)
								\$ 1,692.1**

Note: * Total number does not include 6,663,324 (2) person-visits from foreign countries other than the United States, as allocation of same by Vacation Area is not possible.

** Total expenditure does not include either preparation expenditure (\$120.7 million) (1) by Ontario residents on items related to trips taken (i.e. sports equipment, cameras, etc.) or expenditure (\$135.9 million) (1) by visitors from foreign countries other than the United States. Allocation of these expenditures by Vacation Area is not possible.

*** See Map 1, Appendix.

Source: (1) Tourism Research Branch, Ontario Ministry of Industry and Tourism.

(2) Provincial totals per Statistics Canada (1973 expenditure subject to revision)--allocation by Vacation Area by Tourism Research Branch,

(3) Ontario Ministry of Industry and Tourism.

3. Ontario Research Branch, Ontario Ministry of Industry and Tourism.

4. Tourism Research Branch, Ontario Ministry of Industry and Tourism.

5. Tourism Research Branch, Ontario Ministry of Industry and Tourism.

PER CENT OF PERSON-VISITS TO ONTARIO,
AND RELATED DIRECT TRAVEL EXPENDITURE
BY ORIGIN, 1973

GRAPH 1

Person-Visits
(94,376,324)

Expenditure (Excluding Preparation)
(\$ 1,827.9 million)

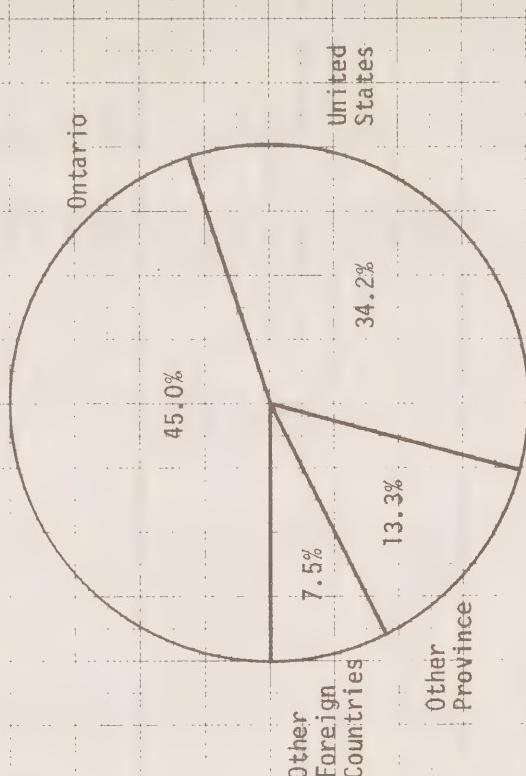
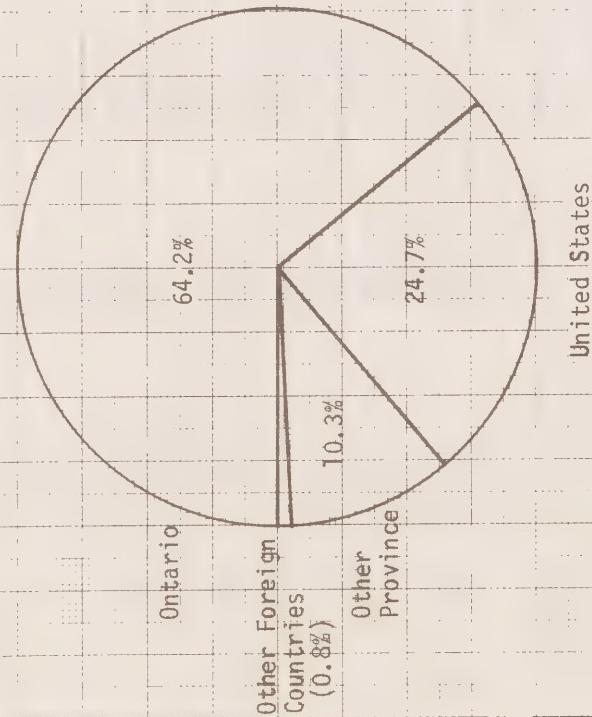


TABLE 3

AN INDICATOR OF RELATIVE WEIGHT OF TOURISM EXPENDITURES
TO INDIVIDUAL AND AREA WEALTH, BY ONTARIO VACATION AREAS - 1973

Ontario Vacation Areas*	Population ('000)	Personal Disposable Income (\$ Millions)		Visitor Expenditure (\$ Millions)	Per Capita Visitor Expenditure**	Rank (Column 5)	Tourism Impact Factor (Column 6)***
		(1)	(2)				
		$\frac{(2)}{(1)} = (3)$		$\frac{(4)}{(2)} = (5)$		$\frac{(5)}{(3)} \times 100 = (6)$	
1	416.4	\$ 1,414.7	\$3,397	\$ 115.3	\$ 276.90	19	8.15
2	115.8	457.2	3,048	26.6	229.71	21	5.82
3	497.3	1,562.9	3,143	55.6	111.80	31	3.56
4	495.9	1,623.7	3,274	59.9	120.79	29	3.69
5	984.3	3,871.1	3,933	239.0	242.81	20	6.17
6	2,111.7	11,999.3	4,121	421.9	144.90	28	3.52
7	203.6	631.0	3,059	75.6	371.32	14	11.98
8	124.6	419.0	3,363	47.8	383.63	10	11.41
9	97.4	307.1	3,153	36.5	374.74	12	11.89
10	119.4	391.5	3,279	24.5	205.19	23	6.26
11	25.5	87.9	3,447	7.2	282.35	18	8.19
12	148.8	509.3	3,423	75.4	506.72	7	14.80
13	122.0	350.7	2,375	44.9	368.03	15	12.80
14	578.3	2,433.2	4,208	90.7	156.84	26	3.73
15	82.3	243.9	2,964	17.3	210.21	22	7.09
16	19.1	61.5	3,220	7.2	376.96	11	11.71
17	9.5	23.7	2,495	19.1	2,010.53	2	80.58
18	33.3	70.0	2,102	42.4	1,273.27	4	60.57
19	138.8	331.8	2,390	41.4	298.27	17	12.48
20	26.8	57.4	2,142	23.3	869.40	5	40.59
21	1.0	3.4	3,400	10.6	10,600.00	1	311.76
22	82.2	266.0	3,479	28.5	346.72	16	9.97
23	190.4	813.1	4,270	18.0	94.54	32	2.21
24	19.2	59.7	3,109	8.2	427.08	9	13.74
25	125.8	576.2	4,580	46.8	372.02	13	8.12
26	64.4	228.8	3,553	11.9	184.78	24	5.20
27	45.9	138.2	3,011	6.7	145.97	27	4.85
28	36.2	129.0	3,564	4.3	118.78	30	3.33
29	145.0	542.5	3,741	26.0	179.31	25	4.79
30	25.6	97.4	3,805	14.0	946.88	6	14.37
31	23.7	85.6	3,612	32.3	1,362.87	3	37.73
32	28.8	103.9	3,608	13.2	458.33	8	12.70
Total Province	7,939.0 (1)	\$29,910.7 (2)	\$3,768	\$1,692.1 (3)	\$ 213.14		5.66

Note: * See Map 1, Appendix.
** Because of variations in per capita personal disposable income, areas with high per capita visitor expenditure are not necessarily more tourism dependent than areas with low per capita visitor expenditure.

*** Descending rank order denotes decreasing tourism dependency.

Source: (1) The Financial Post Survey of Markets 1973/74 - (based on 1971 Census, Statistics Canada).
(2) IBD (1)
(3) Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 4

EXPENDITURE IN CANADA AND ONTARIO, BY U.S. AND
OVERSEAS VISITORS, 1960, 1965, AND 1968-1973
(IN \$ MILLIONS)

Year	In Canada (1)*	Expenditure			Overseas Visitors			Grand Total†
		U.S. Visitors Ontario As Per (1) Cent of Canada	In Ontario (1)	In Canada (1)**	Ontario As Per Cent of Canada (1)	In Ontario (2)		
	(1)	(2)	(3)	(4)	(5)	(6)	(3)+(6)=(7)	
1960	—	—	\$208.6	\$ 45.0	—	—	—	
1965	—	—	376.1	37.0	—	—	—	
1968	\$ 866.0	53.2%	460.7	87.0	40.9%	\$ 35.6	\$496.3	518.9
1969	934.0	50.9	475.4	113.0	38.5	43.5	595.8	639.2
1970	1,054.0	50.6	533.3	152.0	41.1	62.5	643.9	700.0
1971	1,092.0	52.5	573.3	154.0	42.8	65.9	643.9	700.0
1972	1,023.0	54.0	552.4	207.0	44.2	91.5	576.2	643.9
1973	\$1,160.0	54.0	\$626.4	\$286.0	47.5	\$135.9	\$762.3	800.0

Note: * U.S. visitor expenditure in Canada and provincial percentage shares of same were revised by Statistics Canada back to 1963 only, thus making previous years' totals incomparable.

** Includes international passenger fares paid to Canadian carriers, and also, as of 1972, includes expenditure made by those staying less than 24 hours and those in transit, whereas previous years' totals accounted for expenditure made by those staying 24 hours or more, only.

Source: (1) Statistics Canada (1973 data subject to revision).

(2) Estimated by Tourism Research Branch, Ministry of Industry and Tourism (based on Statistics Canada data).

COMPARISON OF TOTAL EXPENDITURES BY U.S.
AND OVERSEAS VISITORS IN CANADA
AND ONTARIO, 1968-1973

GRAPH 2

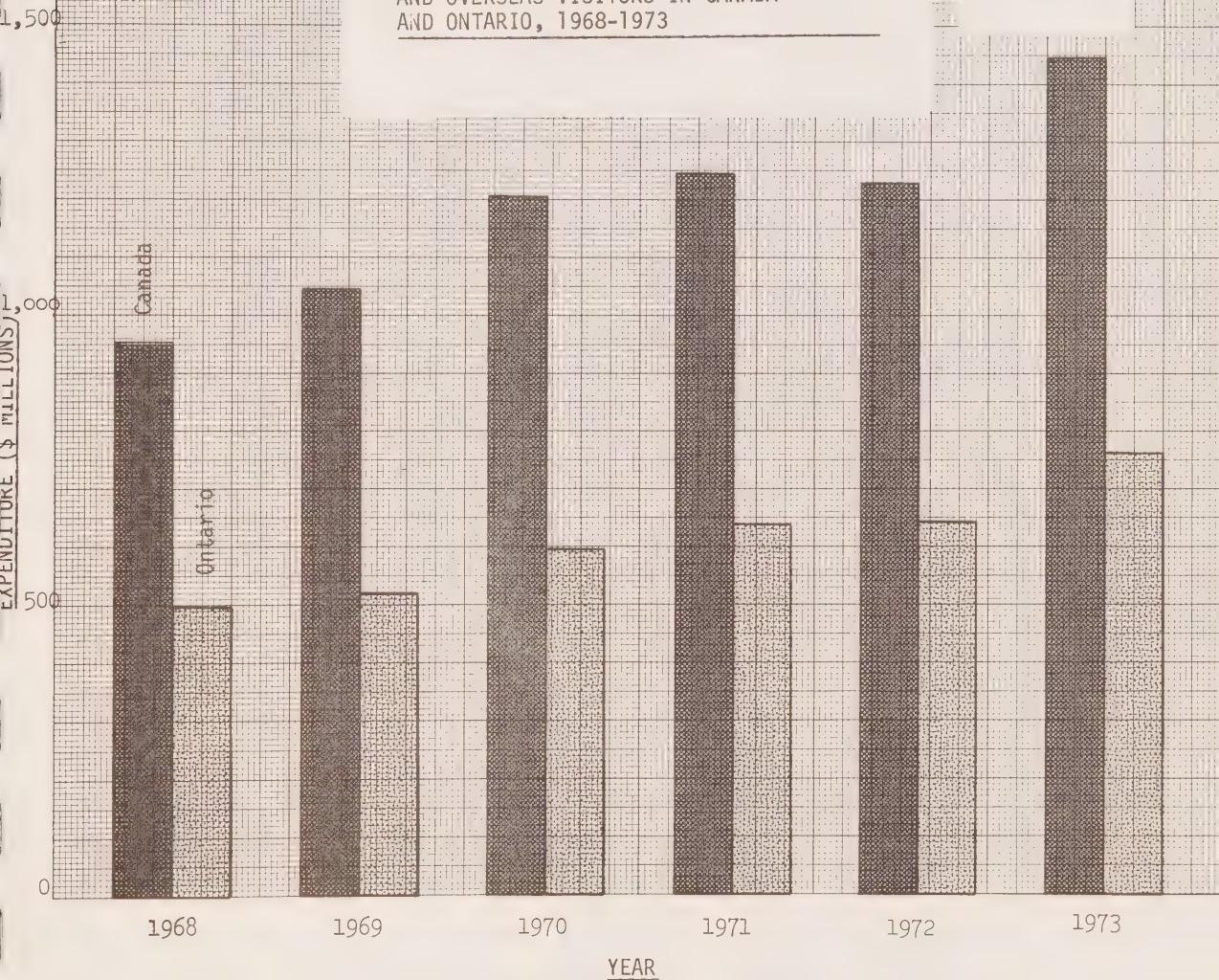


TABLE 5

EXPENDITURE IN ONTARIO
BY AMERICAN VISITORS TRAVELLING BY AUTOMOBILE,*
QUARTERLY, JULY 1973 TO JUNE 1974

	<u>Quarter</u>				<u>Total</u>	
	<u>1973</u>		<u>1974</u>			
	<u>Third</u>	<u>Fourth</u>	<u>First</u>	<u>Second</u>		
Expenditure (In \$ Millions)	\$ 271.2	\$ 68.0	\$ 36.5	\$ 101.4	\$ 477.1	
Per Cent	(56.8%)	(14.2)	(7.7)	(21.3)	(100.0%)	

Based on projected
no. of vehicles
('000):

3,387.7 (43.1%)	1,359.3 (17.3)	1,088.9 (13.8)	2,025.7 (25.3)	7,861.6 (100.0%)
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Note: * U.S. visitors exiting Ontario by car only, any length of stay.

Source: U.S. Auto Exit Study, 1973/74, Tourism Research Branch, Ontario Ministry of Industry and
Tourism.

TABLE 6

ITEMIZED EXPENDITURES IN ONTARIO
BY AMERICAN VISITORS TRAVELLING BY AUTOMOBILE,*
JULY 1 TO SEPTEMBER 30, 1971 AND 1973

<u>Item</u>	Per Cent of Total Expenditure 1971	Per Cent of Total Expenditure 1973
Transportation (gas/oil/repairs/maintenance)	14.2%	14.7%
Accommodation (not including food portion)	32.5	24.8
Food (restaurant/store/portion of hotel bill, etc.)	29.9	31.0
Major Items (property, boat, etc.)	3.2	3.6
Other (shopping/gifts, entertainment, etc.)	20.2	25.9
Total	100.0%	100.0%

Based on: Total expenditure (\$ millions)
Projected no. of Vehicles ('000) \$ 277.2
 3,357.4 \$ 271.2
 3,387.7

Note: * U.S. visitors exiting Ontario by car only, any length of stay.

Source: U.S. Auto Exit Study, 1971 and 1973/74, Tourism Research Branch, Ontario Ministry of Industry and Tourism.

VISITOR TRAVEL HABITS AND
CHARACTERISTICS

TABLE 7

GROWTH OF TRAVEL FROM THE UNITED STATES
 - (VISITORS STAYING ONE OR MORE NIGHTS),
 BY DESTINATION, 1968-1973

Number of U.S. Visitors to Other Countries ('000)

Year	Total Overseas (1)*		Mexico (2)		Total (Excluding Canada)		Canada (3) Index	
	Index	Index	Index	Index	Index	Index	Index	Index
1968	3,885	100.0	1,370	100.0	5,255	100.0	11,708	100.0
1969	4,623	119.0	1,700	124.1	6,323	120.3	12,312	105.2
1970	5,260	135.4	1,960	143.1	7,220	137.4	13,648	116.6
1971	5,667	145.9	2,200	160.6	7,867	149.7	14,337	122.5
1972	6,790	174.8	2,552	186.3	9,342	177.8	13,067	111.6
1973	6,810	175.3	2,850	208.0	9,660	183.8	14,139	120.8

Note: *Excluding visitors to Canada and Mexico.

**There was a change in counting procedure by the Department of National Revenue, Customs and Excise in 1972.

Source: (1) U.S. Department of Commerce, office of Business Economics.

(2) Mexican Government Tourist Department.

(3) Statistics Canada.

TABLE 8

**NUMBER OF AMERICAN VEHICLES (1)
ENTERING CANADA, BY PROVINCE OF ENTRY, 1973 AND 1974**

Province of Entry (3)	Total Entries		Long-Term Traffic (2)	
	1973	1974	Percentage Change 1973-74	Percentage Change 1973-74
Newfoundland				
Prince Edward Island	30,703	30,048	- 2.1%	28,680
Nova Scotia (Yarmouth Ferries)	1,604,104	1,321,514	-17.6	301,962
New Brunswick	1,290,593	1,170,284	- 9.3	542,433
Quebec	7,993,423	7,829,376	- 2.1	2,282,498
ONTARIO				
Manitoba	366,734	302,670	-17.5	163,133
Saskatchewan	90,094	86,335	- 4.2	39,314
Alberta	183,464	150,891	-17.8	113,676
British Columbia	1,115,302	1,109,536	- 0.5	545,777
Yukon Territory	37,889	34,472	- 9.0	30,664
Canada				
Canada (Excluding Ontario)	12,712,306	12,035,126	- 5.3	4,048,137
Canada (Including Ontario)	4,205,750	4,718,883	+10.9%	3,738,534
				-13.7%
				1,765,639
				1,523,715

Note: (1) Pertains to automobiles, taxis motorcycles and all other vehicles except trucks used commercially.
 (2) Vehicles remaining one or more nights in Canada (included in total entries).
 (3) Province of entry not intended to represent province of final destination.

Source: Statistics Canada

NUMBER OF AMERICAN VEHICLES⁽¹⁾
ENTERING ONTARIO, BY PORT OF ENTRY, 1968 AND 1974

Port of Entry and Region	1968		1974	
	Number	Percent	Number	Percent
Niagara Falls	1,400,554	18.5%	1,499,574	19.1%
Fort Erie	1,321,784	24.0	1,775,292	22.7
<u>Sub-Total (Niagara Falls Region)</u>				
Windsor	2,791,268	36.8	2,741,736	35.0
Sarnia	569,630	7.5	665,581	8.5
Sombra	12,878	0.2	21,641	0.3
Port Lambton	12,291	0.2	12,647	0.2
Pelte Island	1,244	*	1,531	*
Walpole Island	8,160	0.1	13,114	0.2
<u>Sub-Total (Southwestern Region)</u>				
Cornwall	99,270	1.3	170,200	2.2
Kingston (Pt. Alexandria) (2)	5,172	0.1	6,292	0.1
Lansdowne	311,822	4.1	291,436	3.7
Prescott	52,877	0.7	74,473	0.9
<u>Sub-Total (St. Lawrence Region)</u>				
Fort Frances	193,279	2.5	196,713	2.5
Pigeon River	57,490	0.8	64,260	0.8
Rainy River	16,108	0.2	24,058	0.3
<u>Sub-Total (Northwestern Region)</u>				
Sault Ste. Marie	228,908	3.0	285,031	3.6
<u>Sub-Total (Northeastern Region)</u>				
Total	7,582,735		7,829,376	(100.0%)

Note:

- (1) Includes both short term (less than 24 hours stay) and long term (one or more nights) vehicles, and pertains to automobiles, taxis, motorcycles, bicycles, and all other vehicles except trucks used commercially.
- (2) Kingston totals shown under Point Alexandria as of January 1, 1971.
- * Less than 0.05%.

TABLE 10

NUMBER OF AMERICAN VISITORS AND PASSENGER VEHICLES
ENTERING ONTARIO, AND AMERICAN POPULATION,
1960, 1965, AND 1970-1974

<u>Year</u>	<u>U.S.A. Population ('000)</u>	<u>Number of U.S. Visitors ('000)</u>	<u>Pasenger Vehicles**</u>		
			<u>Total Number of U.S. (2) Vehicles</u>	<u>Passenger Vehicles</u>	<u>Number of U.S. Automobiles Staying One or More Nights</u>
1960	179,975	20,002	5,670,555	1,970,479	
1965	193,460	23,235	7,143,530	2,809,470	
1970	203,736	21,764	7,754,560	2,161,570	
1971	205,832	22,697	7,848,382	2,358,088	
1972	208,230	22,433(3)	7,796,700	2,275,962	
1973	209,851	23,298	7,993,423	2,282,493	
1974	N/A	22,786	7,829,376	2,214,819	

- Note:
- (1) In this total are included visitors entering Ontario by all modes of transportation.
 - (2) Including taxis, commuters, bicycles, motorcycles and trailers, but excluding commercial vehicles.
 - (3) There was a change in counting procedure by the Department of National Revenue, Customs and Excise in 1967 and 1972.
- N/A - Not Available.
- Source: * Statistical Abstract of the United States - 1971 (the 1973 total is as of July 1st).
** Statistics Canada (1974 data subject to revision).

TABLE 11

MODE OF TRANSPORTATION USED BY
AMERICAN VISITORS ENTERING ONTARIO, 1974

<u>Mode</u>	<u>Percent</u>
Car	87.6%
Bus	4.4
Boat	3.5
Plane	3.4
Train (1)	*
Other	1.1
Total	100.0%
Based on Number of Visitors:	22,785,652

Note:

(1) Includes pedestrians and persons on bicycles, motorcycles and other vehicles, but excludes crews in commercial vehicles or transports.

* Less than .05%

Source:

Statistics Canada

TABLE 12

NUMBER OF AMERICAN AUTOMOBILES VISITING
 ONTARIO AND STAYING ONE OR MORE NIGHTS, QUARTERLY,
JULY 1973 TO JUNE 1974

	<u>1973</u>		<u>1974</u>		<u>Total</u>
	<u>Third</u>	<u>Fourth</u>	<u>First</u>	<u>Second</u>	
<u>Quarter</u>					
Number (In '000)*	1,203.3	306.0	163.6	556.7	2,229.6
Per Cent	(54%)	(14)	(7)	(25)	(100%)

Note: * Projected No. of vehicles.

Source: U.S. Auto Exit Study, 1973/74, Tourism Research Branch, Ontario Ministry of Industry and
 Tourism.

TABLE 13

AMERICAN AUTOMOBILES VISITING ONTARIO AND
STAYING ONE OR MORE NIGHTS, BY STATES OF PRIMARY TOURIST MARKET,
JULY 1973 TO JUNE 1974

<u>States</u>	<u>Per Cent</u>
Michigan	31%
New York	25
Ohio	12
Pennsylvania	8
Illinois	4
Minnesota	4
Indiana	2
New Jersey	2
Wisconsin	2
Sub-Total (nine states)	90
Rest of U.S.A.	10
Total	100%

Based on Projected No. of Vehicles (In'000): 2,229.6

Source: U.S. Auto Exit Study, 1973/74, Tourism Research Branch,
Ontario Ministry of Industry and Tourism.

TABLE 14

AMERICAN AUTOMOBILES VISITING ONTARIO AND
STAYING ONE OR MORE NIGHTS, BY STATES OF PRIMARY TOURIST MARKET,
JULY 1 TO SEPTEMBER 30, 1969, 1971 AND 1973

(In Per Cent)

<u>States</u>	<u>1969</u>	<u>1971</u>	<u>1973</u>
Michigan	20%	29%	24%
New York	16	17	25
Ohio	20	75%	15 77%
Pennsylvania	13	11	9
Illinois	6	5	6
New Jersey	4	3	2
Indiana	3	1	3
Minnesota	1	2	3
Wisconsin	2	2	2
Sub-Total (nine states)	85	85	87
Rest of U.S.A.	15	15	13
Total	100%	100%	100%

Based on Projected No. of Vehicles.

(In '000): 1,063.2 1,336.5 1,203.3

Source: U.S. Auto Exit Study, 1969, 1971, and 1973/74 -- Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 15

MAIN REASONS GIVEN FOR VISITING ONTARIO,
BY AMERICAN PARTY-HEADS
TRAVELLING BY AUTOMOBILE AND STAYING ONE OR MORE NIGHTS,
JULY 1973 TO JUNE 1974

<u>Main Reason</u>	<u>Per Cent</u>
Visit Friends and/or Relatives	23%
Outdoor Activities	50
Urban-Based Activities	10
Combined Business and Pleasure	3
Other*	14
Total	100%

Based on Projected No. of Vehicles (In'000): 2,232.4

Note:* Includes passing through to U.S., conventions, commuting, work, etc.

Source: U.S. Auto Exit Study, 1973/74, Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 16

MAIN REASONS GIVEN FOR VISITING ONTARIO,
 BY AMERICAN PARTY-HEADS
TRAVELLING BY AUTOMOBILE AND STAYING ONE OR MORE NIGHTS
JULY 1 TO SEPTEMBER 30, 1969, 1971 AND 1973
 (IN PER CENT)

Main Reason	1969	1971	1973
Visit Friends and/or Relatives	13%	15%	17%
Outdoor Activities	60	50	64
Urban-Based Activities	14	20	9
Combined Business and Pleasure	2	3	2
Other	10	12	9
Total	100%	100%	100%
Based on Projected No. of Vehicles (In '000):	1,063.2	1,336.5	1,203.3

Note: Totals may not add to 100% due to rounding.

Source: U.S. Auto Exit Study, 1969, 1971, and 1973/74, Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 17

ANNUAL INCOME OF AMERICAN
 VISITOR-PARTY HEADS TRAVELLING IN ONTARIO
BY AUTOMOBILE AND STAYING ONE OR MORE NIGHTS,
JULY 1973 TO JUNE 1974

<u>Income Category</u>	<u>Per Cent</u>
Under \$6,000	7%
\$ 6,000 - \$ 9,999	16
\$10,000 - \$14,999	30
\$15,000 - \$24,999	31
\$25,000 and over	16
<hr/>	<hr/>
Total	100%
Based on Projected No. of Vehicles (In '000)	2,102.3
Source: U.S. Auto Exit Study, 1973/74, Tourism Research Branch, Ontario Ministry of Industry and Tourism.	

TABLE 18

OCCUPATION OF AMERICAN
VISITOR-PARTY HEADS TRAVELLING IN ONTARIO
BY AUTOMOBILE AND STAYING ONE OR MORE NIGHTS
JULY 1 TO SEPTEMBER 30 1969, 1971 AND 1973

(In Per Cent)

<u>Occupation</u>	<u>1969</u>	<u>1971</u>	<u>1973</u>
Professional, Technical	12%	15%	22%
Manager/Owner	18	15	12
Sales	7	7	8
Clerical, other white collar	10	15	7
Skilled Labour	35	31	
Unskilled Labour	6	8	34
Housewife	1	*	4
Farmer	1	1	2
Retired, Pensioner	6	7	7
Student	3	1	3
Other	2	1	2
Total	100%	100%	100%

Based on Projected No. of Vehicles
(In '000): 1,063.2 1,336.5 1,192.4

Note: Totals may not add to 100% due to rounding.

* Less than 0.5%

Source: U.S. Auto Exit Study, 1969, 1971 and 1973/74, Tourism Research Branch, Ontario Ministry of Industry and Tourism

TABLE 19

NUMBER OF VISITORS
FROM OVERSEAS COUNTRIES ENTERING ONTARIO,*
1973 AND 1974

<u>Origin</u>	1973		<u>Origin</u>	1974	
	<u>Number of Visitors</u>	<u>In Per Cent</u>		<u>Number of Visitors</u>	<u>In Per Cent</u>
United Kingdom	232,114	35.4%	United Kingdom	222,288	33.0%
Federal Republic of Germany	82,682	12.6	Federal Republic of Germany	84,108	12.5
Japan	39,534	6.0	Japan	36,559	5.4
Italy	35,098	5.3	The Netherlands	36,025	5.3
The Netherlands	30,849	4.7	Italy	31,331	4.7
France	23,798	3.6	France	20,438	3.0
Jamaica	15,270	2.3	Jamaica	19,778	2.9
Australia	14,129	2.2	Australia	16,390	2.4
Mexico	13,737	2.1	Mexico	15,313	2.3
Trinidad and Tobago	10,564	1.6	India	12,315	1.8
All Other Countries	158,549	24.2	All Other Countries	180,289	26.7
Total	656,324	100.0%	Total	674,834	100.0%

Note: * Entries direct and via the U.S., and includes most persons in transit or in Canada for less than 24 hours--province of entry data and not intended as province of destination.

Source: Statistics Canada.

VISITORS TO PARKS AND
HISTORIC SITES

TABLE 20

NUMBER OF VISITORS TO ONTARIO PROVINCIAL PARKS,
BY TYPE OF PARK USER, 1965, AND 1970-1973

<u>Year</u>	<u>Number of Parks</u>	<u>Number of Day-Use Visitors</u>	<u>Number of Campers</u>	<u>Total Number of Visitors</u>
1965	89	7,973,196	902,472	8,875,668
1970	108	10,640,726	1,531,528	12,172,254
1971	113	12,039,671	1,618,948	13,658,619
1972	115	10,822,315	1,498,479	12,320,794
1973	115	10,536,092	1,600,817	12,136,909

Source: Ontario Provincial Parks Statistical Report-1973, Ontario Ministry of Natural Resources.

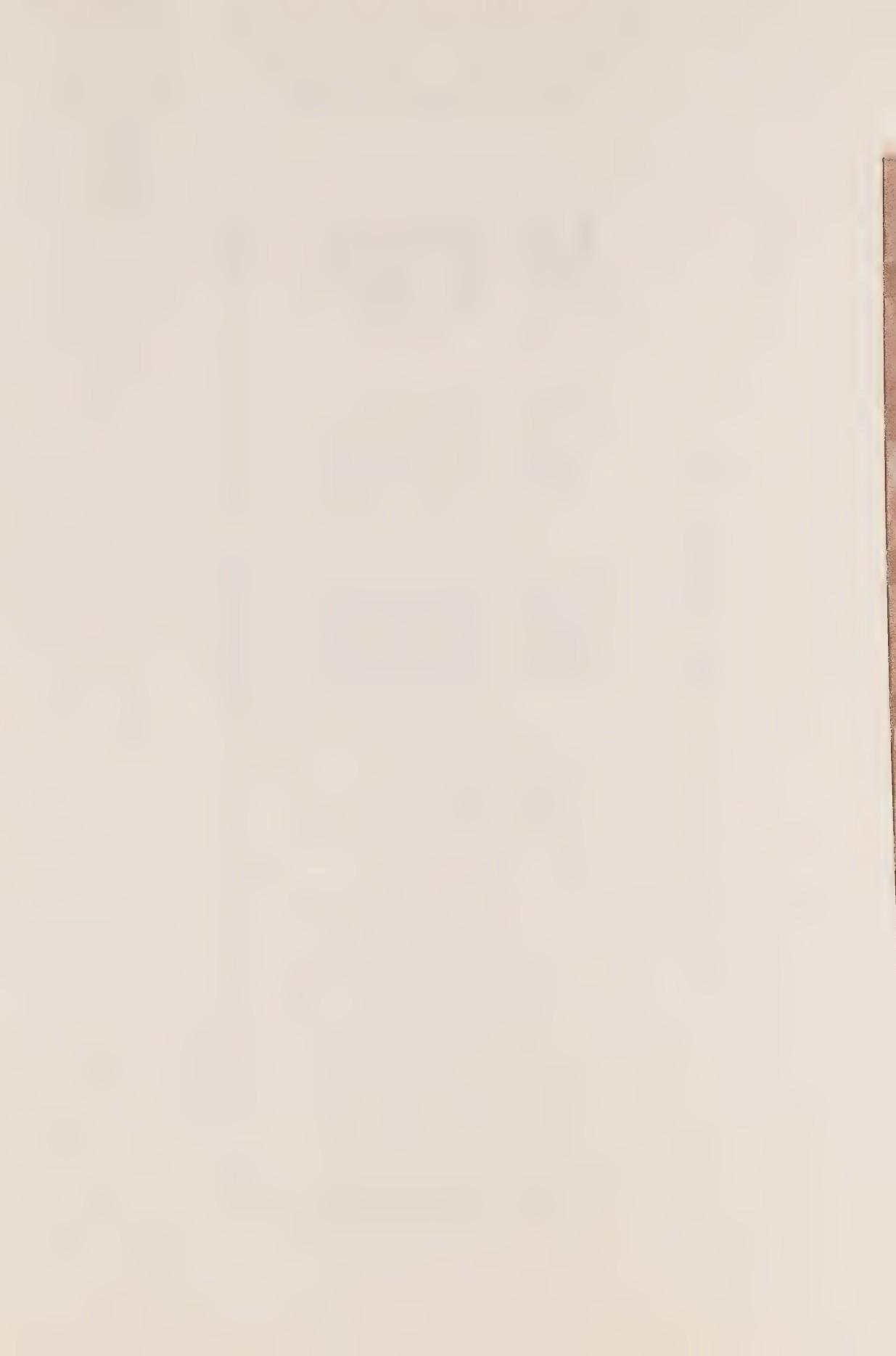


TABLE 21

NUMBER OF VISITORS
TO ST. LAWRENCE PARKS COMMISSION SITES*
1965 AND 1970-1973

Site	Number of Visitors		
	1965	1970	1971
Fort Henry	207,238	173,103	137,363
Upper Canada Village	<u>224,600</u>	<u>291,155</u>	<u>323,433</u>
Sub-Total, Historic Sites	431,838	464,258	510,796
Parks**	<u>1,863,581</u>	<u>2,561,037</u>	<u>2,630,701</u>
Total, All Sites	2,295,419	3,025,295	3,141,497

Note: * Open mid-May to mid-October.
** Includes golf course visitors as of 1968.

Source: St. Lawrence Parks Commission Annual Reports, and Ontario Provincial Parks Statistical Report-1973, Ontario Ministry of Natural Resources.

TABLE 22

NUMBER OF VISITORS TO NIAGARA PARKS
COMMISSION SITES, 1966, AND 1971 - 1973

<u>Site</u>	<u>Number of Visitors</u>			
	<u>1966</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>
Old Fort Erie	65,561	48,187	39,071	53,958
Old Fort Erie Educational Tours	1,681	2,054	2,677	2,007
Tower Gallery (Crown Jewels)	114,178	74,015	67,483	4,591 ⁽⁶⁾
Scenic Tunnel	506,619	645,253	608,669	663,208
Maid of the Mist Incline Railway ⁽⁷⁾	190,986	212,949	312,412	337,644
Brock's Monument	72,258	47,658 ⁽²⁾	83,112	91,501
McFarland House	3,275	3,077	2,773	2,139 ⁽⁸⁾
Fort George	83,354	125,799 ⁽²⁾	138,544	145,754
Fort George Educational Tours	24,732	N/A ⁽²⁾	N/A	N/A
Navy Hall Museum	20,247	N/A ⁽²⁾	N/A	N/A
Charles Daley Park	56,570	41,787	35,561	33,200
Stoney Creek Museum	3,170	1,972	3,690	- ⁽⁹⁾
Whirlpool Golf Course	42,603	40,035	34,136	34,949
Greenhouse (Queen Victoria Park)	223,552	241,602	243,060	282,422
Miller's Creek Park Campsite	9,351	10,202	10,860	10,252
Oak Hall Museum	9,125	5,570	6,661	9,778
Oak Hall Par-3 Golf Course	4,835	15,917	16,492	15,798
Horseshoe Falls Incline Railway	7,300	861,114	972,161	648,577 ⁽⁵⁾
Niagara Spanish Aerocar ⁽¹⁾	-	147,285	151,503	177,078
Table Rock Observation Deck ⁽¹⁾	-	68,211	59,733	54,994
Viewmobiles ⁽³⁾	-	39,179	68,071	148,448
Paddle Boats ⁽⁴⁾	-	-	18,942	21,370
Total	1,453,485	2,631,866	2,875,611	2,737,668

Note: (1) Units opened in 1969

(2) Transferred to Federal responsibility, October 1, 1969

(3) New operation in 1971

(4) New operation in 1972

(5) Closed for season on August 10, due to bombing

(6) Crown jewel exhibit removed from Table Rock House in March, 1973.

(7) Formerly Clifton Incline Railway

(8) Opening delayed by 6 weeks due to renovations

(9) Closed for renovations during 1973 season

Source: Annual Reports of the Niagara Parks Commission, Ontario Ministry of Natural Resources & Federal Ministry of Indian and Northern Affairs

SUPPLY, DEMAND AND EMPLOYMENT IN
SELECTED SECTORS OF ONTARIO'S TOURIST INDUSTRY

TABLE 23

NUMBER OF COMMERCIAL ACCOMMODATION ESTABLISHMENTS
AND RENTAL UNITS IN ONTARIO, 1960, 1965, AND 1970/71/74

Year	Number of Establishments			Number of Rental Units		
	Licensed by M.I.T. (1)	Licensed By L.L.B.O. (2)	Total	Licensed by M.I.T. (1)	Licensed By L.L.B.O. (2)	Total
1960	6,990	N.A.	-	73,699	N.A.	-
1965	7,108	1,140	8,248	91,830	39,663	131,493
1970	6,567	1,184*	7,751	100,055	45,374*	145,429
1971	6,542	1,213*	7,755	108,123	48,693*	156,816
1974	6,554	N.A.	-	154,781	N.A.	-

Note:

N.A. (Not Available).

* Subject To Revision.

Source: (1) Small Business Operations Division, Ontario Ministry of Industry and Tourism.
 (2) Liquor License Board of Ontario Annual Reports.

TABLE 24

NUMBER OF COMMERCIAL ACCOMMODATION ESTABLISHMENTS
AND RENTAL UNITS LICENSED BY THE ONTARIO MINISTRY OF INDUSTRY AND TOURISM,
BY TYPE OF ESTABLISHMENT, 1974

<u>Type of Establishment</u>	<u>Number of Establishments</u>	<u>In Per Cent</u>	<u>Number of Rental Units</u>	<u>In Per Cent</u>
Hotel	52	0.8%	1,442	0.9%
Motel	1,563	23.8	27,932	18.1
Motor Hotel	26	0.4	937	0.6
Resort/Lodge	715	10.9	10,821	7.0
Cottage	2,791	42.6	26,205	16.9
Cabin	367	5.6	3,635	2.4
Campground ⁽¹⁾	945	14.4	82,706	53.4
Tourist Home	46	0.7	480	0.3
Other ⁽²⁾	49	0.8	623	0.4
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total	6,554	100.0%	154,781	100.0%

Note: Table excludes all accommodation establishments licensed by the Liquor Licence Board of Ontario.

A small percentage of various establishment types operate more than one type of rental unit; however, the number of rental units column reflects the pure number of units by type.

(1) Pertains to private and municipal campgrounds only.

(2) Pertains mainly to outpost camps and outfitters.

Source: Small Business-Operations Division, Ontario Ministry of Industry and Tourism.

TABLE 25

NUMBER OF GOVERNMENT ADMINISTERED
CAMPGROUNDS AND CAMPSITES IN ONTARIO,
BY TYPE OF CAMPGROUND, 1973

<u>Type of Campground</u>	<u>Number of Campgrounds</u>	<u>Number of Campsites</u>
Provincial Parks (1)*	95	20,209
Conservation Authorities**	50	4,811
Commissions (2)*	17	2,631
National Parks (3)***	<u>18</u>	<u>343</u>
Total	180	27,994

- Note:
- (1) Pertains to only those provincial parks with camping facilities.
 - (2) Pertains to St. Lawrence Parks, Niagara Parks, and St. Clair Parkway Commissions.
 - (3) Pertains to Georgian Bay and St. Lawrence Islands national parks.

- Source:
- * Ontario Provincial Parks Statistical Report-1973
Ontario Ministry of Natural Resources.
 - ** Conservation Authorities Statistical Summary-1973,
Conservation Authorities Branch, Ontario Ministry of Natural Resources.
 - *** Federal Department of Indian and Northern Affairs.

TABLE 26

SUMMARY OF ONTARIO COMMERCIAL ACCOMMODATION ESTABLISHMENT OCCUPANCY,⁽¹⁾
BY DISTRICT⁽²⁾ AND BY TYPE OF ESTABLISHMENT⁽³⁾- JULY, 1974

(IN PER CENT)

District	Total	Hotel, Motor Hotel (LLB) ⁽⁵⁾	Hotel (Not LLB)	Motel	Resort	Cottage	Cabin		
Correct Responses Tabulated ⁽⁴⁾	775	247	24	162	80	178	72		
Average Group Occup. District 1 (Vacation Areas 1, 2, 3 & 4)	65%	66%	N.A.	58%	N.A.	92%	64%		
Average Group Occup. District 2 (Vacation Area 19)	72	58	N.A.	70	68%	88	72		
Average Group Occup. District 3 (Vacation Area 5)	76	76	N.A.	77	N.A.	N.A.	41		
Average Group Occup. District 4 (Vacation Areas 6, 9 & 37)	78	77	N.A.	75	N.A.	92	68		
Average Group Occup. District 5 (Vacation Areas 7 & 18)	70	67	N.A.	67	77	74	53		
Average Group Occup. District 6 (Vacation Areas 8 & 17)	75	66	57%	63	70	86	47		
Average Group Occup. District 7 (Vacation Areas 10, 11, 12, 13 & 33)	72	72	45	77	57	82	54		
Average Group Occup. District 8 (Vacation Areas 14, 15, 16 & 36)	68	67	69	72	52	73	75		
Average Group Occup. District 9 (Vacation Areas 20, 21, 22, 23, 24, 25, 26, 27, 28 & 35)	73	64	N.A.	72	79	85	63		
Average Group Occup. District 10 (Vacation Areas 29, 30, 31, 32 & 34)	64	70	N.A.	83	56	64	42		
Provincial Average Occupancy -	1974	72%	71%	55%	71%	70%	82%		
	1973	71	68	58	75	60	85		
	1972	74	69	64	77	72	62		
	1971	68	65	51	76	60	70		
	1970	71	70	62	74	61	57		
	1969	67	64	58	71	58	60		
	1968	70	62	47	73	70	62		
	1967	68	68	54	75	56	77		
							52		
		1967	1968	1969	1970	1971	1972	1973	1974
Establishments selected in sample	943	902	881	865	909	901	908	882	
Correct responses received	685	669	672	653	789	760	706	707	
Correct responses in per cent of selected sample	73%	74%	76%	75%	87%	84%	78%	80%	

Note: (1) Number of rental units occupied as percent of number of rental units available.

(2) See map 2, Appendix.

(3) Excluding campground operations.

(4) The sum of correct responses tabulated for each establishment type does not equal the total due to the exclusion of responses for other establishment types that were deemed to be insufficiently large to be representative. However, the average group occupancy for each district does reflect the rate for all types of establishments.

(5) Licensed by Liquor Licence Board of Ontario.

N.A. - Not Available

Source: Tourism Research Branch, Ontario Ministry of Industry and Tourism.

SUMMARY OF ONTARIO COMMERCIAL ACCOMMODATION ESTABLISHMENT OCCUPANCY⁽¹⁾
BY DISTRICT,⁽²⁾ AND BY TYPE OF ESTABLISHMENT⁽³⁾--JANUARY, 1974
(IN PER CENT)

<u>District</u>	<u>Total</u>	Hotel, Motor Motel	(LLB) ⁽⁵⁾	<u>Motel</u>				
Correct Responses Tabulated ⁽⁴⁾	421	251	120					
Average Group Occup. District 1 (Vacation Areas 1, 2, 3, & 4)	43%	48%	33%					
Average Group Occup. District 2 (Vacation Area 19)	40	45	40					
Average Group Occup. District 3 (Vacation Area 5)	31	35	24					
Average Group Occup. District 4 (Vacation Areas 6, 9 & 37)	56	57	50					
Average Group Occup. District 5 (Vacation Areas 7 & 18)	47	47	45					
Average Group Occup. District 6 (Vacation Areas 8 & 17)	30	34	28					
Average Group Occup. District 7 (Vacation Areas 10, 11, 12, 13 & 33)	34	43	27					
Average Group Occup. District 8 (Vacation Areas 14, 15, 16 & 36)	42	44	42					
Average Group Occup. District 9 (Vacation Areas 20, 21, 22, 23, 24, 25, 26, 27, 28 & 35)	42	43	46					
Average Group Occup. District 10 (Vacation Areas 29, 30, 31, 32 & 34)	40	42	35					
Provincial Average Occupancy -								
1974	44%	47%	33%					
1973	45	50	37					
1972	47	51	41					
1971	43	46	37					
1970	46	51	37					
1969	49	54	38					
1968	46	49	39					
1967	46	52	41					
	<u>1967</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>
Establishments selected in sample	240	499	507	481	602	604	543	557
Correct responses received	133	388	397	388	480	534	544	413
Correct responses in per cent of selected sample	55%	78%	78%	81%	80%	88%	82%	74%

Note: (1) IBID, Table 26

(2) IBID, Table 26

(3) IBID, Table 26

(4) IBID, Table 26

(5) IBID, Table 26

Source: Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 28

NUMBER OF PERMANENT AND PART-TIME STAFF EMPLOYED,⁽¹⁾
BY TYPE OF YEAR-ROUND OPERATING COMMERCIAL ACCOMMODATION ESTABLISHMENTS⁽²⁾
IN ONTARIO, 1971

<u>Type of Establishment</u>	<u>Establishments</u>		<u>Permanent Staff</u>		<u>Part-Time Staff</u>	
	<u>Number</u>	<u>Per Cent</u>	<u>Number</u>	<u>Per Cent</u>	<u>Number</u>	<u>Per Cent</u>
All LLB Establishments ⁽³⁾	1,067	36.4%	16,973	72.9%	6,812	55.8%
Non-LLB Establishments ⁽⁴⁾						
Hotel	64	2.2	750	3.2	134	1.1
Motels/Motor Hotel	1,270	43.3	3,979	17.1	2,871	23.5
Resort/Lodge	253	8.6	757	3.3	2,057	16.8
Cottage	151	5.1	520	2.2	218	1.8
Cabin	52	1.8	132	0.6	36	0.3
Other	77	2.6	154	0.7	90	0.7
Total, All Establishments	2,934	100.0%	23,265	100.0%	12,213	100.0%

Note: (1) The number of permanent and part-time staff employed refers to job demands (i.e. number of job openings filled during the year), and not to man-years of employment.

(2) Excluding campground operations.

(3) Establishments licensed by the Liquor Licence Board of Ontario, and pertains mainly to hotels, motor-hotels, motels, and resorts/lodges.

(4) Licensed by Ontario Ministry of Industry and Tourism.

Source:

A Survey of Commercial Accommodation Establishments in Ontario, 1971, Tourism Research Branch,
Ontario Ministry of Industry and Tourism.

TABLE 29

NUMBER OF PERMANENT AND PART-TIME STAFF EMPLOYED⁽¹⁾
 BY TYPE OF SEASONALLY OPERATING COMMERCIAL ACCOMMODATION ESTABLISHMENTS⁽²⁾
 IN ONTARIO, 1971

Type of Establishment	Establishments		Permanent Staff		Part-Time Staff	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
<u>All LLB Establishments (3)</u>						
Non-LLB Establishments (4)	134	3.3%	1,105	9.7%	688	7.3%
Hotel	-	-	-	-	-	-
Motel/Motor Hotel	240	5.8	596	5.2	544	5.7
Resort/Lodge	615	15.0	2,813	24.6	4,500	47.5
Cottage	2,716	66.0	6,016	52.7	3,346	35.3
Cabin	377	9.2	840	7.3	390	4.1
Other	30	0.7	53	0.5	5	0.1
Total, All Establishments	4,112	100.0%	11,423	100.0%	9,473	100.0%

Note: (1) IBID, Table 28
 (2) IBID, Table 28
 (3) IBID, Table 28
 (4) IBID, Table 28

Source: IBID, Table 28

TABLE 30

AVERAGE NUMBER OF PERMANENT AND PART-TIME STAFF
 EMPLOYED IN COMMERCIAL ACCOMMODATION ESTABLISHMENTS,⁽¹⁾
 BY MONTH, IN ONTARIO--1971

<u>Month</u>	<u>Number of</u>		
	<u>Permanent Staff</u>	<u>Part-Time Staff</u>	<u>Total</u>
January	23,260	7,860	31,120
February	23,550	8,070	31,620
March	24,610	8,330	32,940
April	26,940	9,190	36,130
May	30,720	10,800	41,520
June	33,820	11,630	45,450
July	34,690	11,970	46,660
August	33,420	11,570	44,990
September	29,970	10,650	40,620
October	27,410	9,820	37,230
November	25,770	8,860	34,630
December	24,510	8,450	32,960
Annual Average	28,220	9,770	37,990

Note: (1) Pertains to all establishments (liquor and non-liquor licensed), excluding campground operations.

Source: A Survey of Commercial Accommodation Establishments in Ontario, 1971, Tourism Research Branch, Ontario Ministry of Industry and Tourism.

GRAPH 3

AVERAGE PERMANENT AND PART-TIME STAFF
EMPLOYED IN COMMERCIAL ACCOMMODATION
ESTABLISHMENTS (EXCLUDING CAMPGROUNDS),
BY MONTH, IN ONTARIO, 1971

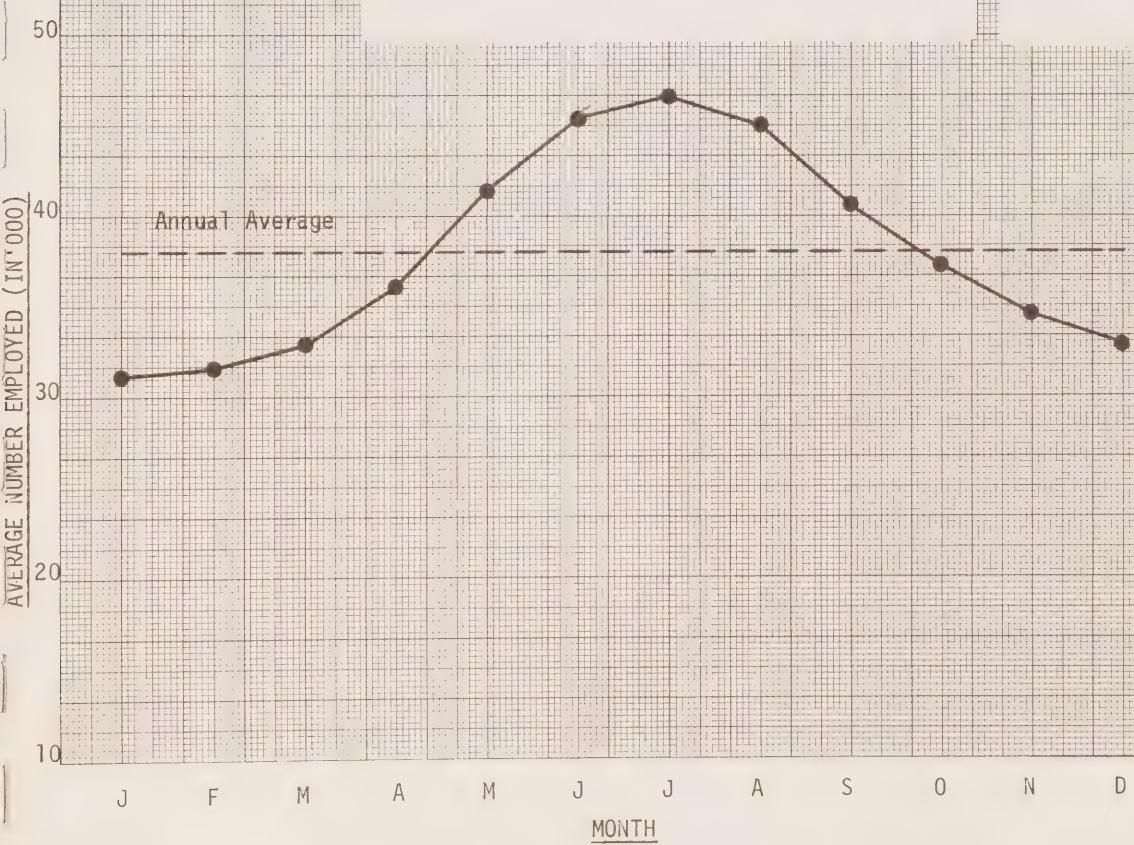


TABLE 31

AVERAGE ANNUAL EMPLOYMENT WITHIN THE ACCOMMODATION AND
FOOD SERVICES SECTOR OF ONTARIO'S TOURIST INDUSTRY
(AUGUST 1971 -JULY 1972)

<u>Industry Type</u>	<u>Average Number of Employees</u>					<u>Per Cent</u>
	<u>Full-Time</u>	<u>Per Cent</u>	<u>Part-Time and Casual</u>	<u>Per Cent</u>	<u>Total</u>	
Hotels and Motels	27,758	37.9%	11,810	33.3%	39,568	36.4%
Restaurants, Caterers and Taverns	43,434	59.3	22,824	64.5	66,258	61.0
Camping Grounds and Trailer Parks	1,597	2.2	540	1.5	2,137	2.0
Lodging Houses and Residential Clubs	446	0.6	259	0.7	705	0.6
Total	73,235	100.0%	35,433	100.0%	108,668	100.0%
(Per Cent)	(67.4%)		(32.6)		(100.0%)	

Source: 1972 ES-24 Survey of Employment, Earnings and Hours, Statistics Canada.

TABLE 32

AVERAGE ANNUAL EMPLOYMENT WITHIN THE AMUSEMENT
AND RECREATIONAL SERVICES SECTOR OF ONTARIO'S TOURISM INDUSTRY
(AUGUST 1971 - JULY 1972)

<u>Industry Type</u>	<u>Average Number of Employees</u>					
	<u>Full-Time</u>	<u>Per Cent</u>	<u>Part-Time and Casual</u>	<u>Per Cent</u>	<u>Total</u>	<u>Per Cent</u>
Motion Picture Theatres	2,709	17.8%	1,974	13.1%	4,683	15.5%
Motion Picture Production and Distribution	1,374	9.1	133	0.9	1,507	5.0
Bowling Alleys and Billiard Parlours	746	4.9	434	2.9	1,180	3.9
Golf Clubs and Country Clubs	1,666	11.0	851	5.6	2,517	8.3
Theatrical and Other Staged Entertainment Services	365	2.4	121	0.8	486	1.6
Miscellaneous Amusement and Recreational Services	8,330	54.8	11,581	76.7	19,911	65.7
Total	15,190	100.0%	15,094	100.0%	30,284	100.0%
(Per Cent)	(50.2%)		(49.8)		(100.0%)	

Source: IBID Table 31

TABLE 33

TOTAL WAGES AND SALARIES OF PAID EMPLOYMENT
WITHIN SELECTED SECTORS OF ONTARIO'S TOURIST INDUSTRY

(AUGUST 1971 - JULY 1972)

<u>Sector</u>	<u>Total Annual Wages and Salaries</u>	<u>Average Number of Paid Employees</u>	<u>Average Wages and Salaries Per Employee</u>
Accommodation and Food Services	\$409,740,687	108,668	\$3,770
Amusement and Recreational Services	133,812,510	30,284	4,418
Total	\$543,553,197	138,952	\$3,912

Source: IBID Table 31.

SEASONAL RESIDENCES

TABLE 34

NUMBER OF SEASONAL RESIDENCES
WITH ONTARIO HYDRO CONTRACTS, 1960, 1965, AND 1970-1973

<u>Year</u>	<u>Number of Residences</u>
1960	95,196
1965	116,326
1970	141,022
1971	145,830
1972	147,600*
1973	153,392*
Average Annual Percentage Increase (1960-73)	3.7%

* Estimated

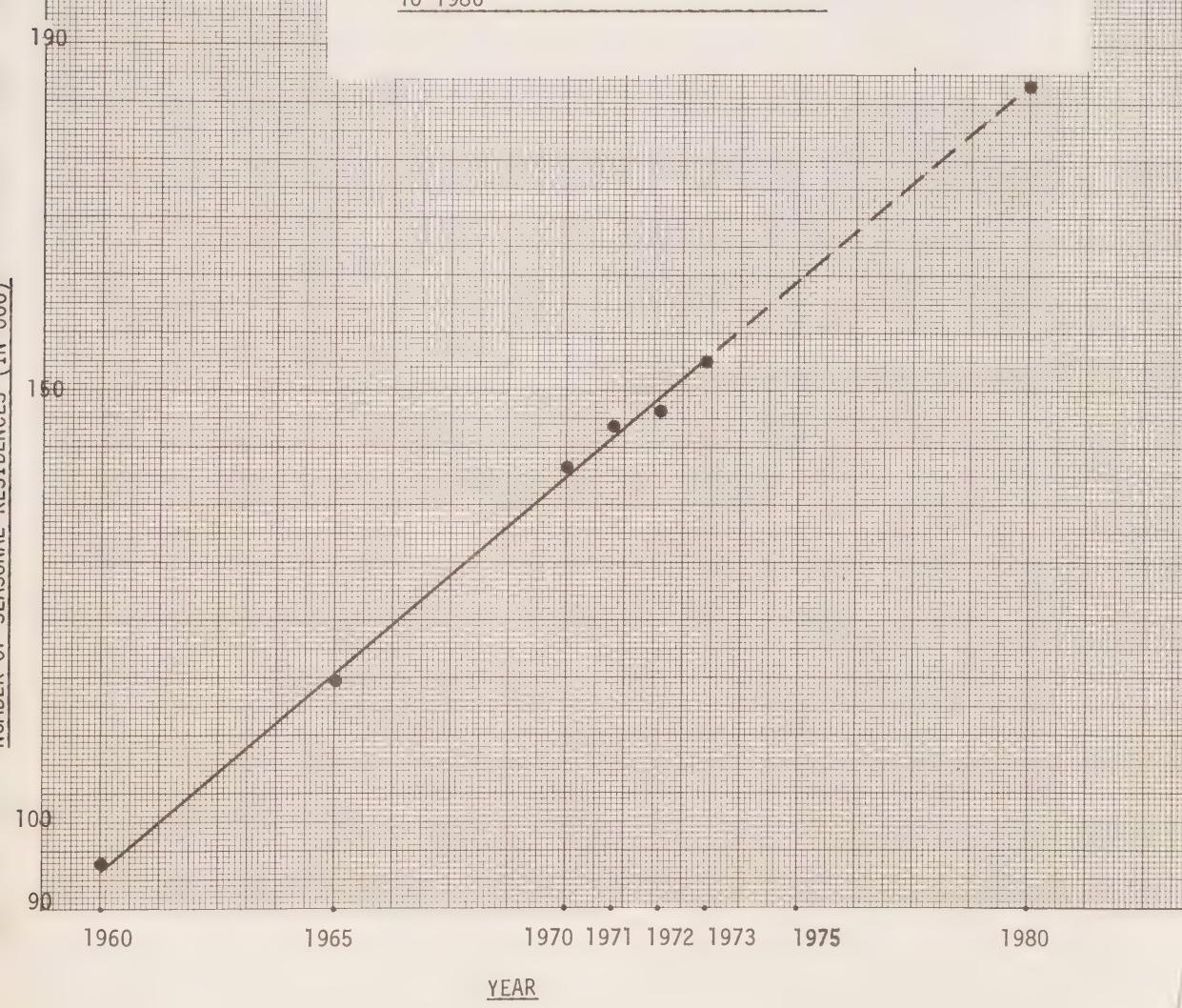
Note: A "Seasonal Residence," as defined by Ontario Hydro, is any dwelling or any non-productive farm that is being used for only part of the year. Even if a cottage is used by the owner throughout the year, it would be considered a seasonal residence if the address were different from the owner's permanent address.

The total excludes cottages with no hydro, and those having contracts with other hydro companies.

Source: Ontario Hydro-Electric Power Commission.

NUMBER OF SEASONAL RESIDENCES WITH
ONTARIO HYDRO CONTRACTS, 1960, 1965,
AND 1970-1973, WITH PROJECTION
TO 1980

GRAPH 4



GRAPH 4

NUMBER OF SEASONAL RESIDENCES WITH
ONTARIO HYDRO CONTRACTS, 1960, 1965,
AND 1970-1973, WITH PROJECTION
TO 1980

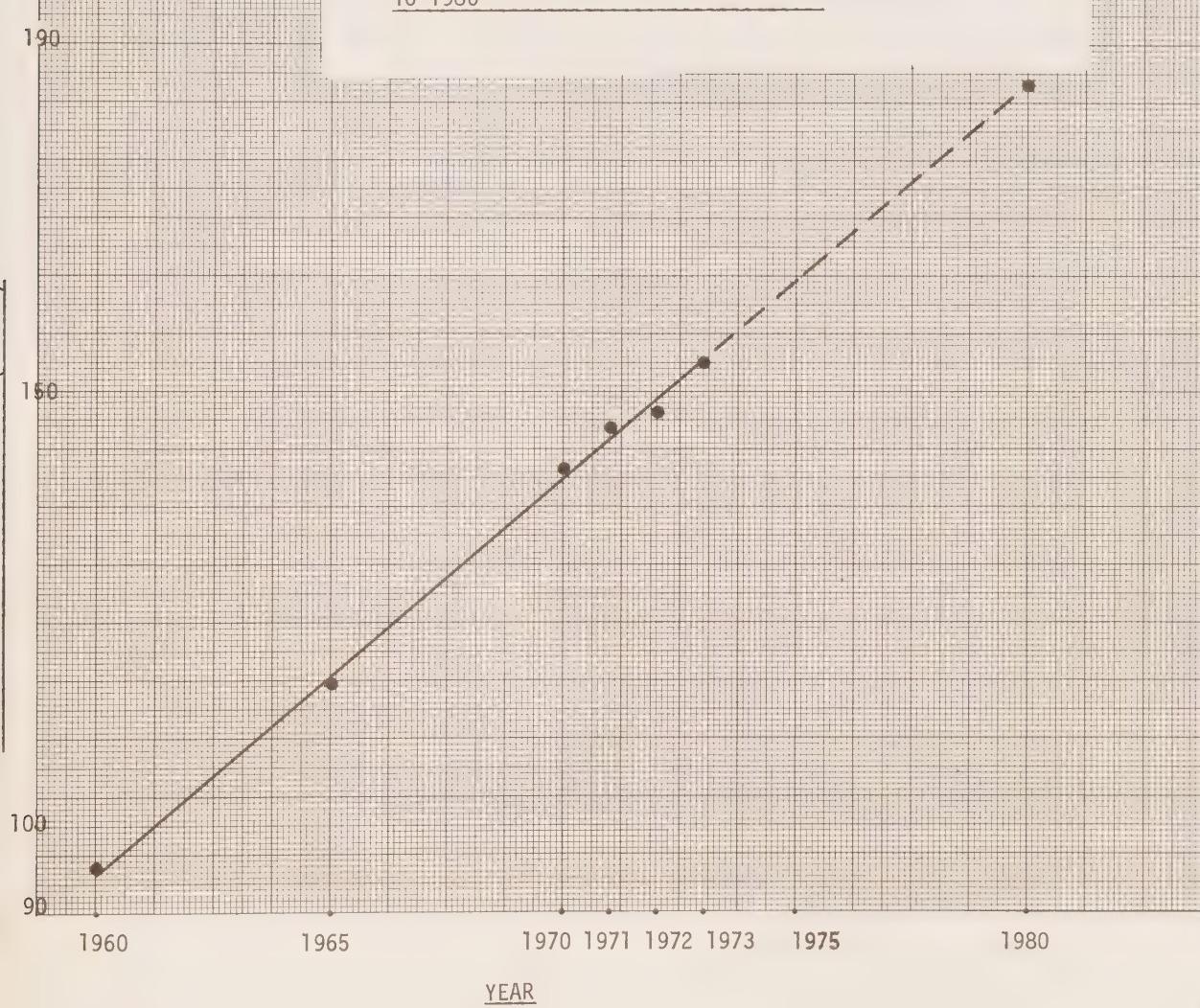


TABLE 35

ORIGIN OF OWNERS OF COTTAGES SERVED BY
ONTARIO HYDRO,(1) IN ONTARIO, 1968

<u>Origin</u>	<u>In Per Cent</u>
Toronto	35.0
Hamilton	5.0
Ottawa	5.4
London	2.6
Kitchener	2.6
Sudbury	2.6
Thunder Bay	1.5
Rest of Ontario	28.3
Sub Total--Ontario	83.0%
Rest of Canada	2.6
Sub Total--Canada	85.6%
New York	4.0
Michigan	4.9
Ohio	1.7
Pennsylvania	0.6
Rest of United States	3.2
Sub Total--United States	14.4%
Total	100.0%
Based on sample size:	347

Note: (1) Ontario Hydro-Electric Power Commission.

Source: Analysis of Ontario Cottage Survey, Tourism Research Branch, Ontario Ministry of Industry and Tourism.

SELECTED ITEMS PERTAINING TO
RECREATIONAL ACTIVITIES

TABLE 36

(a) GROWTH IN OWNERSHIP OF SNOWMOBILES IN ONTARIO, 1965-1973

<u>Year</u>	<u>Number of Snowmobiles*</u>
March 1965	5,000
March 1966	10,000
March 1967	15,000
March 1968	30,000
October 1969	62,686
October 1970	113,465
October 1971	162,535
October 1972	224,299
October 1973	199,441

Note:* Registered as of November 1, 1968 with Ontario Ministry of Transportation and Communications.

Source: 1965 to 1968, inclusive--estimated by Tourism Research Branch, Ontario Ministry of Industry and Tourism.
 1969 to 1973, inclusive--Ontario Ministry of Transportation and Communications.

(b) SUMMARY OF SELECTED SNOWMOBILING CHARACTERISTICS,
APRIL 1969 TO MARCH 1970

Average number of snowmobiles owned, per owner.....	1.13
Average capital expenditure by owner on snowmobile(s) and equipment.	\$ 1,202.00
Average seasonal operating expenditures, per owner	\$ 153.00
Estimated total capital and operating expenditures on snowmobiling in Ontario, from April 1, 1969 to March 31, 1970	\$ 71.8 million

Source: An Analysis of Snowmobiling in Ontario, Winter 1969-1970,
Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 37

SUMMARY OF SELECTED SKIING CHARACTERISTICS
IN ONTARIO, 1972*

Number of skiers (all origins), visiting Ontario ski resorts	222,000
Total number of skier-visits by above, in Ontario	3.1 million
Average number of skier-visits, per skier, in Ontario	14.0
Average number of skier-visits, per skier, outside Ontario	2.5
Average seasonal operating expenditure by skier, in Ontario	\$122
Average seasonal capital expenditure by skier on skiing equipment, clothing and club membership	\$ 68
Estimated total capital and operating expenditures on skiing in Ontario	\$ 42.1 million

Note: * Pertains to the months of January, February, and March, 1972, only.

Source: Skiing at Ontario Resorts, Winter 1971-72, Tourism Research Branch,
Ontario Ministry of Industry and Tourism.

TABLE 38

SUMMARY OF SELECTED CAMPING CHARACTERISTICS
IN ONTARIO, 1972

Estimated number of campers in Ontario	1,247,400
Estimated number of camping parties	323,500
Estimated number of camping party nights spent	3,794,500
Average number of nights camping during season, per party	11.7
Average expenditure on camping activity, per party night	\$ 17.50
Average expenditure on camping accommodation equipment* in Ontario per Ontario party	\$ 809
Estimated total expenditure on camping activity in Ontario	\$ 66.2 million
Estimated total expenditure on camping accommodation equipment in Ontario	\$ 40.0 million

Note: * Pertains to tents, tent-trailers, travel-trailers, motor homes, etc.

Source: Analysis of Camping in Ontario, 1972, Tourism Research Branch, Ontario Ministry of Industry and Tourism.

TABLE 39

ONTARIO HOUSEHOLD OWNERSHIP OF SELECTED OUTDOOR RECREATION EQUIPMENT

(AS OF MAY 1971 AND APRIL 1974)

Recreation Equipment Owned	Households			
	(May 1971) Number	In Per Cent	(April 1974) Number	In Per Cent
<u>Snowmobiles</u>				
Total with Snowmobiles	163,000	7.5%	216,000	8.3%
One	136,000		158,000	
Two or more	27,000		58,000	
<u>Overnight Camping Equipment</u>				
Total with Equipment(1)	344,000	15.9	472,000	19.2
Tents	227,000		307,000	
Tent Trailers	87,000		99,000	
Cabin (Travel Trailers)	34,000		69,000	
Pick-Up Campers (Truck Camper)	17,000		35,000	
Other	8,000		14,000	
<u>Boats</u>				
Total with Boats(1)	301,000	13.9	362,000	14.8
Canoes	66,000		102,000	
Rowboats, Skiffs, and Dories	62,000		84,000	
Sailboats	27,000		30,000	
Outboard Motor Boats	211,000		217,000	
Other	13,000		20,000	
<u>Outboard Motors</u>				
Total with Motors	N/A	-	284,000	11.6
One	N/A		230,000	
Two or more	N/A		54,000	
<u>Total Number of Households</u>	2,163,000		2,453,000	

Note: (1) Sum of kinds of camping equipment (boats) is greater than total households with camping equipment (boats) since some households have more than one kind.

Source: Catalogue No. 64-202, May 1971 and April 1974, Statistics Canada.

EXPENDITURE ON TOURIST PROMOTION

TABLE 40

PROVINCIAL GOVERNMENT EXPENDITURE ON
TOURIST PROMOTION, FISCAL YEAR 1973/74

<u>Province</u>	<u>Expenditure</u>			<u>Total</u>
	<u>Advertising</u>	<u>Publications</u>	<u>Other Promotion</u> ⁽¹⁾	
Ontario	\$1,695,500	\$1,074,500	\$ 901,500	\$ 3,671,500
Atlantic Provinces	2,083,283	671,070	589,857	3,344,210 ⁽³⁾
Quebec	1,260,000	416,000	5,456,000 ⁽²⁾	7,132,000
Manitoba	512,000	240,000	260,800	1,012,800
Saskatchewan	165,000	187,000	40,000	392,000
Alberta	378,412	416,000	287,000	1,081,412
British Columbia, Yukon, and N.W.T.	1,149,146	991,322	854,573	2,995,041
Total	\$7,243,341	\$3,995,892	\$8,389,730	\$19,628,963

- Note: (1) Includes expenditures on: films, displays, publicity releases and photos, special promotions, and grants to tourist associations.
 (2) Includes grant to Man and His World (Montreal).
 (3) Included in total are estimated 1973/74 figures for Prince Edward Island.

Source: Canadian Tourism, (Sept.-Oct. 1974), Travel Industry Association of Canada.

TABLE 4

COMPARISON OF ADVERTISING AND PUBLICATION EXPENDITURES WITH U.S. AID
 OTHER FOREIGN VISITOR EXPENDITURES, FOR ONTARIO (FISCAL YEARS 1970/71/72/73/74), AID FOR QUEBEC,
 OTHER CANADIAN PROVINCES (COBIRRED), FEDERAL GOVERNMENT (FISCAL YEAR 1973/74)

<u>Fiscal Year</u>	<u>Origin</u>	<u>Advertising Expenditure*</u>	<u>Publication Expenditure**</u>	<u>Total</u>	<u>Total U.S. and Other Foreign Visitor Expenditure*** (\$ Millions)</u>	<u>Visitor Revenue Earned Per One Dollar of Promotion Expenditure</u>
		(1)	(2)	(1) + (2) = (3)	(4)	(4) /(3)
1970-71	Ontario	\$1,669,780	\$473,673	\$2,143,453	\$575.7	\$263
1971-72	Ontario	1,461,201	658,968	2,120,169	616.5	291
1972-73	Ontario	1,562,520	709,768	2,272,288	616.9	271
1973-74	Ontario	1,695,500	1,074,500	2,770,000	721.1	263
1973-74	Quebec	1,260,000	416,000	1,676,000	246.1	147
1973-74	British Columbia & Yukon	1,137,146	945,322	2,082,468	189.2	91
1973-74	Total Canadian Provinces (Excluding Ontario)	5,547,841	2,921,392	8,469,233	632.0	75
1973-74	Federal Government	\$5,684,200***	\$2,933,400***	\$8,617,600	\$1,359.3	158

Note: "Other foreign" visitor expenditure excludes international passenger fares.

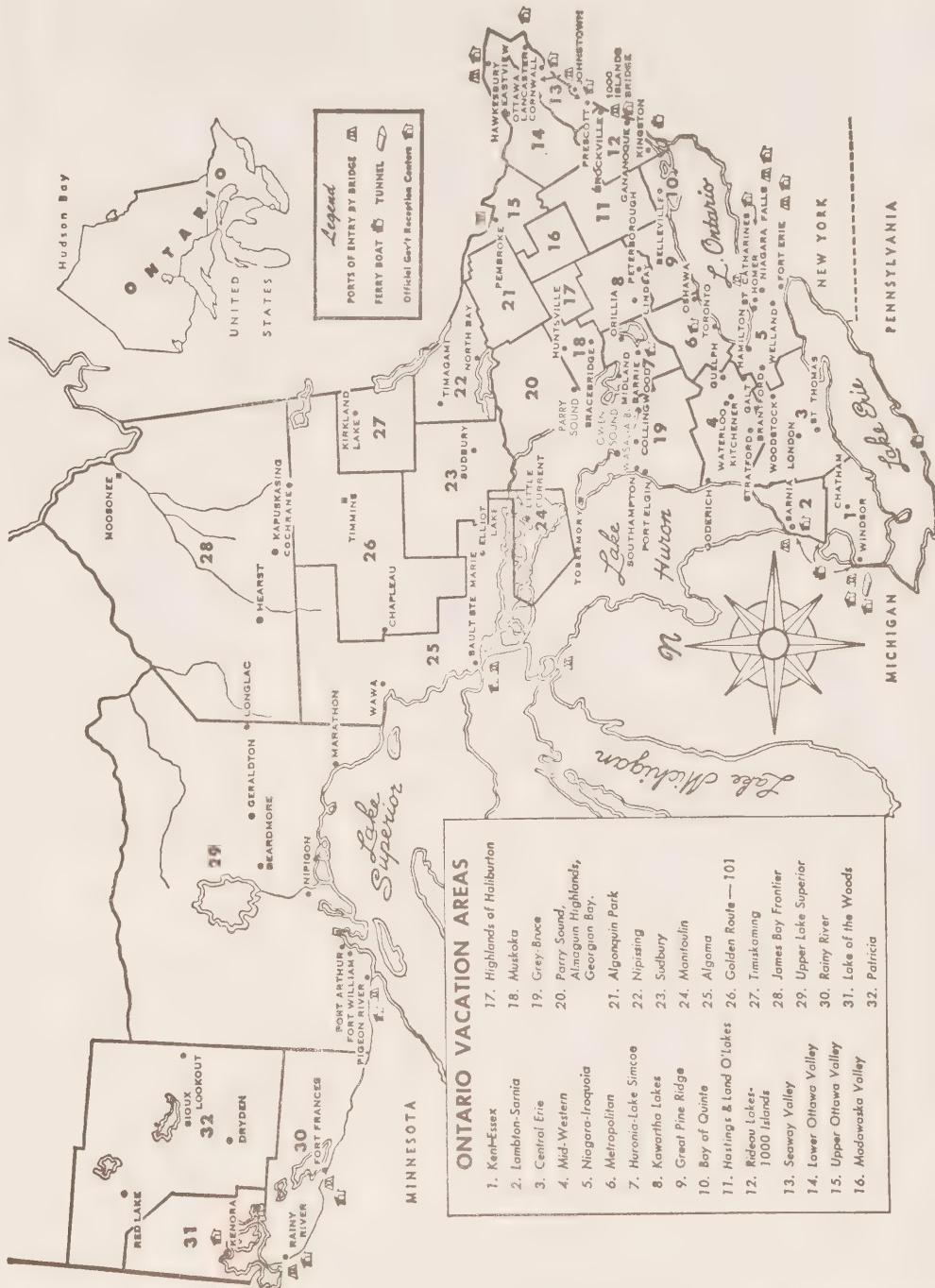
Source: * Canadian Tourism, Travel Industry Association of Canada.

** Statistics Canada

*** Canadian Government Office of Tourism (total publication expenditure includes direct mail expenditure).

A P P E N D I X

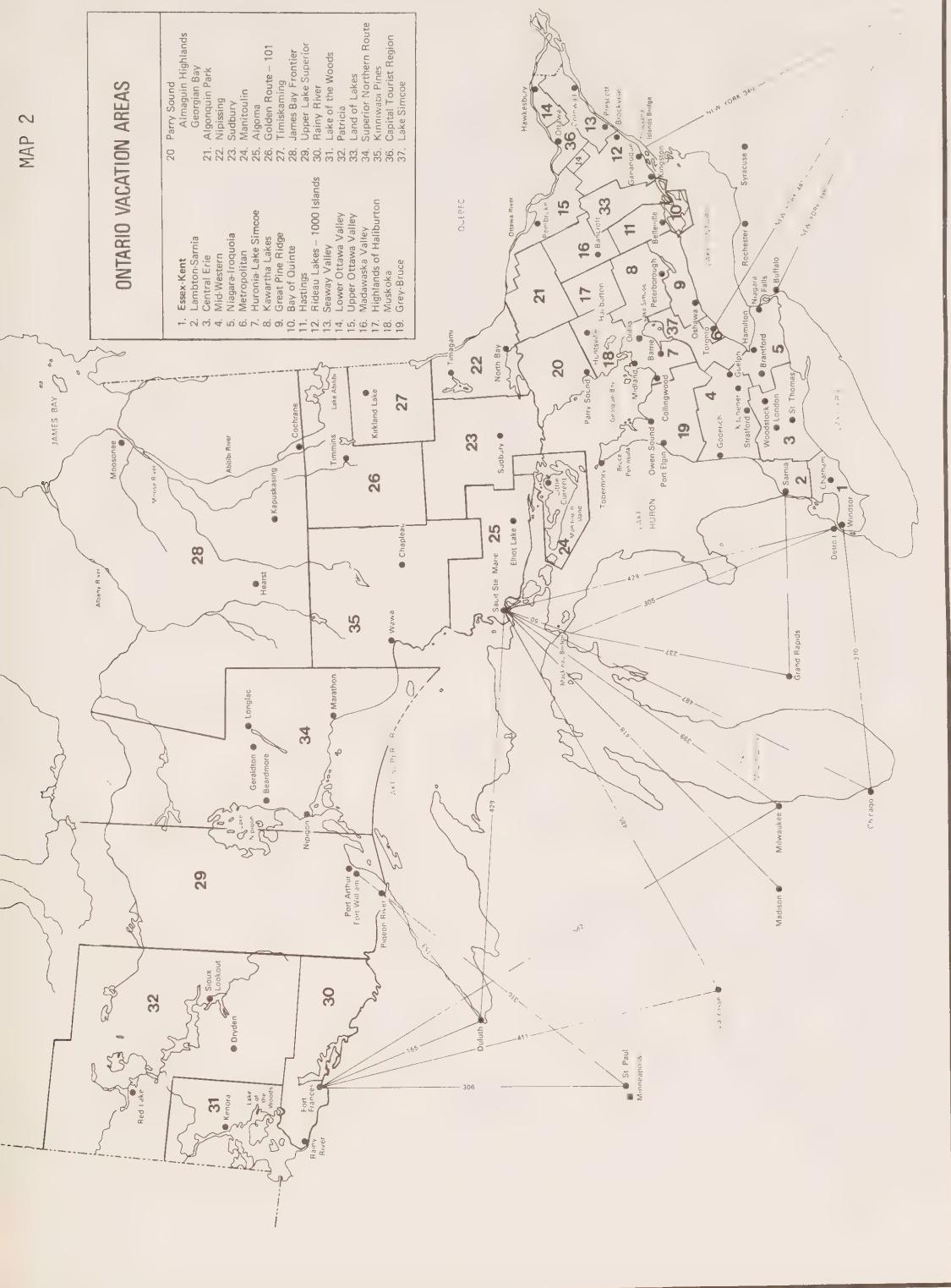
MAP 1



MAP 2

ONTARIO VACATION AREAS

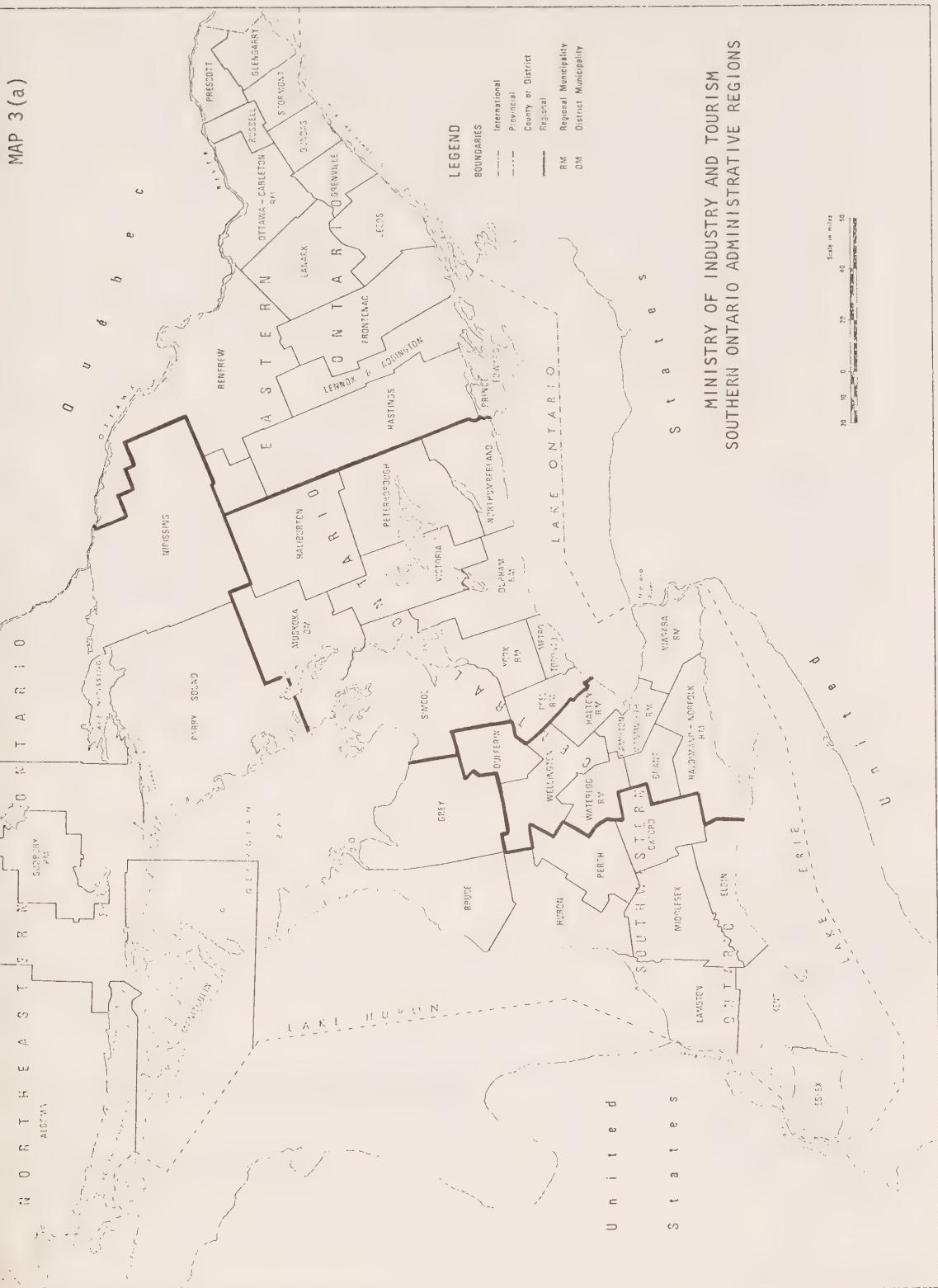
1. Essex-Kent	20 Parry Sound Highlands
2. Lambton-Sarnia	Ainsaguin Highlands
3. Central Erie	Georgian Bay
4. Mid-Western	Algonquin Park
5. Niagara-Iroquoia	Nipissing
6. Metropolitan	Sudbury
7. Huronia-Lake Simcoe	Manitoulin
8. Kawartha Lakes	Algoma
9. Great Pine Ridge	Golden Route - 101
10. Bay of Quinte	Timiskaming
11. Hastings	James Bay Frontier
12. Rideau Lakes - 1000 Islands	Lpper Lake Superior
13. Seaway Valley	Hairy River
14. Lower Ottawa Valley	Lake of the Woods
15. Upper Ottawa Valley	Land of Lakes
16. Midwawa Valley	Superior Northern Route
17. Highlands of Haliburton	Kaminawas Lines
18. Muskoka	Capital Tourist Region
19. Grey-Bruce	Lake Simcoe



MAP 3 (a)

**MINISTRY OF INDUSTRY AND TOURISM
SOUTHERN ONTARIO ADMINISTRATIVE REGIONS**

ANSWER: T H E A S T R O D I M



MAP 3(b)



MINISTRY OF INDUSTRY AND TOURISM
NORTHERN ONTARIO ADMINISTRATIVE REGIONS

Scale in inches

LEGEND

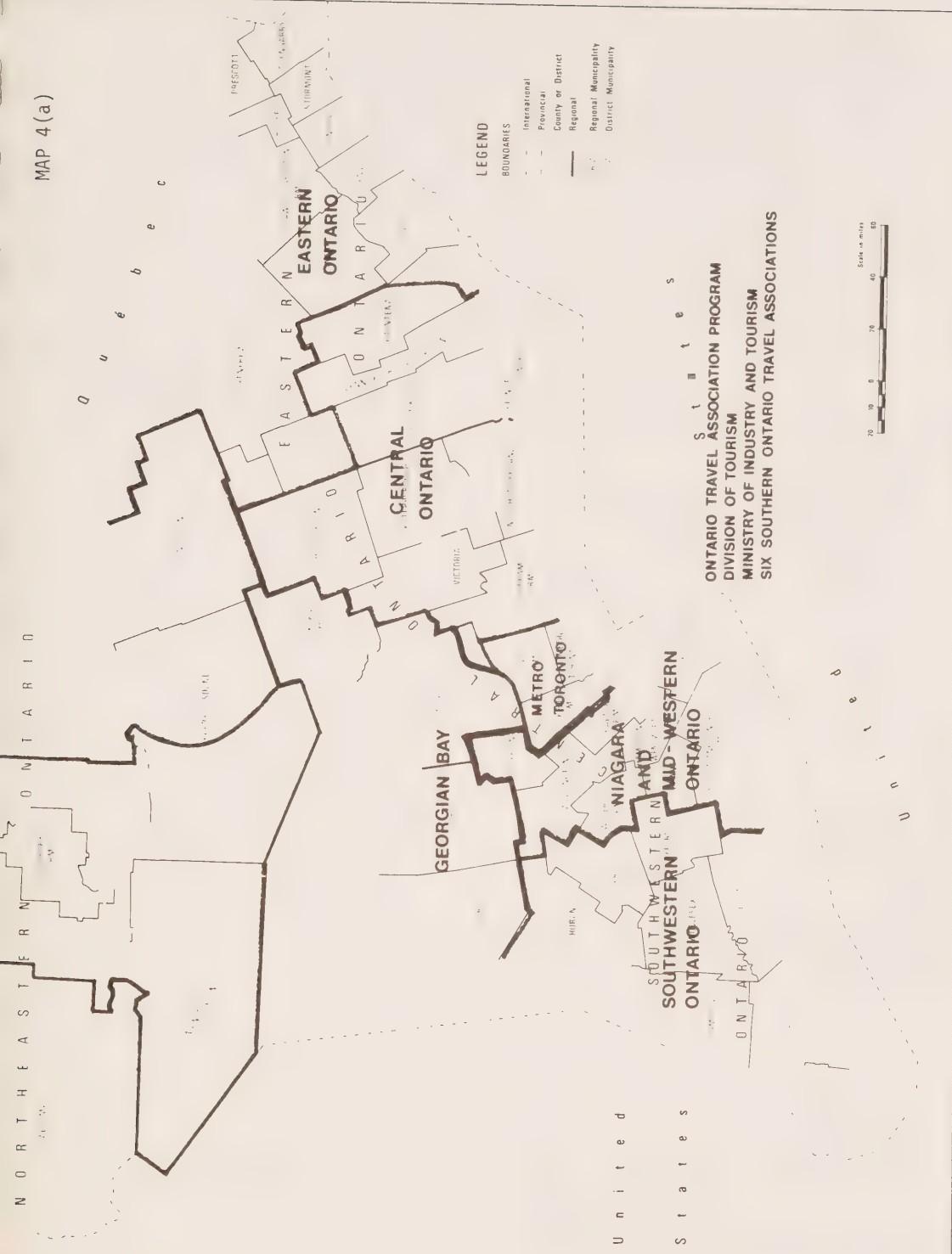
BOUNDARIES

International County or District

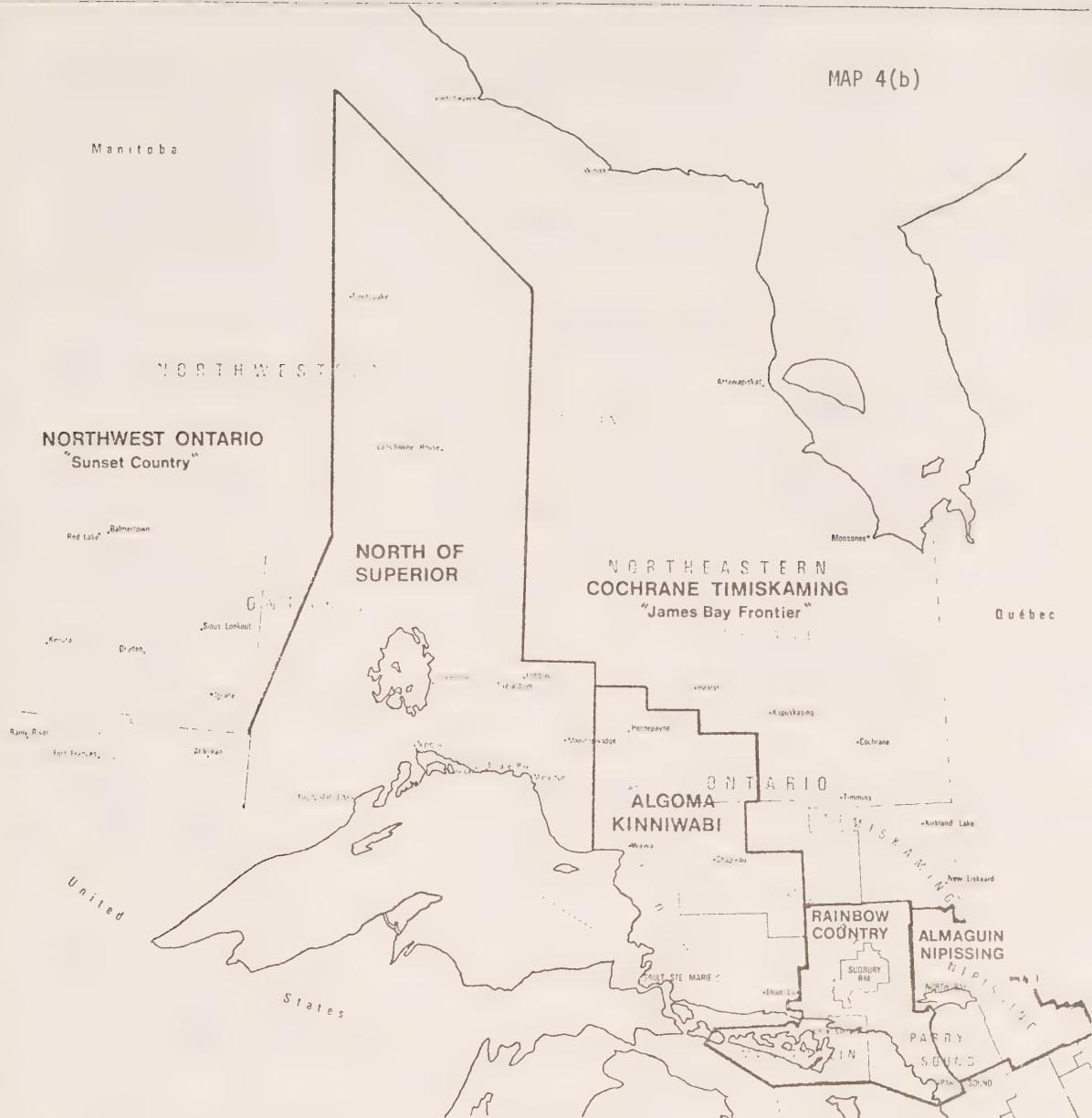
-- Provincial - - - - Regional

RM Regional Municipality

MAP 4(a)



MAP 4(b)



LEGEND

BOUNDRARIES

International — County or District

Provincial - - - Regional

RM Regional Municipality



ONTARIO TRAVEL ASSOCIATION PROGRAM
DIVISION OF TOURISM

MINISTRY OF INDUSTRY AND TOURISM

SIX NORTHERN ONTARIO TRAVEL ASSOCIATIONS

DISTRICTS AND VACATION AREAS WITH CORRESPONDING
MINISTRY OF INDUSTRY AND TOURISM ADMINISTRATIVE REGIONS
AND TRAVEL ASSOCIATION AREAS

<u>Districts and Vacation Areas</u>	<u>Ministry of Industry and Tourism Administrative Regions</u>	<u>Travel Association Areas</u>
District 1		
(1) Essex-Kent	Southwestern (part)	Southwestern Ontario
(2) Lambton-Sarnia		
(3) Central Erie	Central West (part)	Niagara and Mid-Western Ontario (part)
(4) Mid-Western		
District 2		
(19) Grey-Bruce	Southwestern (part)	Georgian Bay (part)
District 3		
(5) Niagara-Iroquoia	Central West (part)	Niagara and Mid-Western Ontario (part)
District 4		
(6) Metropolitan	Central East (part)	Metro Toronto
(9) Great Pine Ridge		Central Ontario (part)
(37) Lake Simcoe	Central West (part)	Niagara and Mid-Western Ontario (part)
District 5		
(7) Huronia	Central East (part)	Georgian Bay (part)
(18) Muskoka		
District 6		
(8) Kawartha Lakes	Central East (part)	Central Ontario (part)
(17) Highlands of Haliburton		
District 7		
(10) Bay of Quinte	Eastern (part)	Central Ontario (part)
(11) Hastings		
(33) Land of Lakes		
(12) Rideau Lakes - 1000 Islands		Eastern Ontario (part)
(13) Seaway Valley		
District 8		
(14) Lower Ottawa Valley	Eastern (part)	Eastern Ontario (part)
(15) Upper Ottawa Valley		
(16) Madawaska Valley		
(36) Capital Tourist Region		
District 9		
(20) Almaguin Highlands	Northeastern	Almaguin Nipissing
(38) Parry Sound, Georgian Bay		
(21) Algonquin Park		
(22) Nipissing		Rainbow Country
(23) Sudbury		
(24) Manitoulin		Algoma Kinniwabi
(25) Algoma		
(35) Kinniwabi Pines		Cochrane Timiskaming
(26) Golden Route - 101		
(27) Timiskaming		
(28) James Bay Frontier		
District 10		
(29) Upper Lake Superior	Northwestern	North of Superior
(34) Superior Northern Route		
(30) Rainy River		Northwest Ontario
(31) Lake of the Woods		
(32) Patricia		

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Ministry of
Industry and
Tourism

Province of Ontario
Queen's Park
Toronto, Canada
M7A 2E5

Claude Bennett,
Minister